

### Amplifiers' Guide



Howe Ridge Fire from across Lake McDonald in Montana's Glacier National Park. Credit: National Park Service.

## General

### Materials

A number of reference materials have been developed to assist you with promoting the assessment and the hard work you've put into it. This includes background information that covers the process, scope, and some information on the U.S. Global Change Research Program (USGCRP); an extensive stock slide deck that includes information on the process, Summary Findings, and high-level takeaways from the Overview; a set of process-oriented FAQs and a product summary, which will also be available on [www.globalchange.gov](http://www.globalchange.gov); and this Amplifiers' Guide.

### Stock text

Volume II of the Fourth National Climate Assessment (NCA4) is a scientific assessment of climate change impacts, risks, and adaptation across the United States. It builds upon the physical science assessment presented in Volume I of NCA4, the Climate Science Special Report, released in November 2017.

NCA4 Vol. II places a strong emphasis on regional information, addressing the impacts of climate change on 10 regions of the United States. It also evaluates the risks from climate changes across 15 national-level topics, often using case studies to provide additional context and showcase community success stories. The report concludes with two response chapters discussing how climate-related risks could be reduced or avoided through adaptation action or emissions mitigation.

## Promotion

### Networks

You are encouraged to share the assessment with your networks. The text above may be useful for developing newsletter content or for potential press releases. Don't forget social media (Facebook, Twitter, LinkedIn, or even Instagram). Think about adding an embedded link to the report ([nca2018.globalchange.gov](https://nca2018.globalchange.gov)) to your email signature or on your personal blog.

### Speaking engagements

Many NCA4 authors already have plans to talk about the assessment at scientific meetings or other events. If you have plans to present NCA4 for an audience, please let us know (KReeves@usgcrp.gov).

### Social media

USGCRP (@usgcrp) will be tweeting about the assessment using the hashtag #NCA4 and you are encouraged to do the same. Below you will find some general social media posts that may be freely adapted to your needs (and personality!):

JUST RELEASED: Read the Fourth National Climate Assessment, now available at [nca2018.globalchange.gov](https://nca2018.globalchange.gov) #NCA4

NOW AVAILABLE: Vol. II of #NCA4, Impacts, Risks, and Adaptation in the United States [nca2018.globalchange.gov](https://nca2018.globalchange.gov)

@USGCRP is happy to announce the release of the Fourth National Climate Assessment, now available at [nca2018.globalchange.gov](https://nca2018.globalchange.gov) #NCA4

Learn about the impacts of #climatechange in the U.S. [nca2018.globalchange.gov](https://nca2018.globalchange.gov) #NCA4

### Stock presentations

To enable easier sharing of the report's content, chapter-specific powerpoint presentations containing each chapter's Key Messages and numbered graphics and tables will be available for download at [nca2018.globalchange.gov](https://nca2018.globalchange.gov). We encourage you to use these as a foundation for your own presentations. If you are in need of additional content, please let us know.

## Media requests

### Responding to the media

Should you receive a call from a member of the media, you are free to respond (but please keep in mind your organization's press policies). If you'd like a refresher on how to work with the media or shape your message, check out this recorded [media training presentation](#) from our colleagues at the American Geophysical Union.

### Chapter spokespersons

A hearty thank you to all of our volunteer chapter spokespersons! When our public affairs colleagues within the Federal government receive media requests, these folks are the point people for questions related to their chapter's content. If you receive a media request and you're unable to respond or uncomfortable working with the press, or if you are asked about content beyond the scope of your expertise, you may direct the question to your chapter's spokesperson. Out of respect for our volunteers' time and privacy, we will not be sharing the list widely. However, chapter spokespersons will be provided with the full list for their reference.

## NCA4 on the web

### Links to share

NCA4 Vol II, Impacts, Risks, and Adaptation in the United States: [nca2018.globalchange.gov](https://nca2018.globalchange.gov)

NCA4 Vol I, Climate Science Special Report: [science2017.globalchange.gov](https://science2017.globalchange.gov)

U.S. Global Change Research Program: [globalchange.gov](https://globalchange.gov)

USGCRP on Twitter: [twitter.com/usgcrp](https://twitter.com/usgcrp)

USGCRP on Facebook: [facebook.com/usgcrp](https://facebook.com/usgcrp)

Find the Fourth National Climate  
Assessment Volume II online

**[nca2018.globalchange.gov](https://nca2018.globalchange.gov)**



U.S. Global Change  
Research Program